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The new superior small grain varieties bred here at Hartsville, S. C., are not only adding to the yields and profits of southern farms but are contributing materially to the success of the all-out effort of producing food for freedom. The oat shown above is our new Victorgrain—Strain 2.





Scientific observations and accurate records are made on the performance of hundreds of strains and varieties in our tests. Here our breeders are recording leaf rust ratings on wheat varieties.

## AGRICULTURE ANSWERS THE CHALLENGE

The thought uppermost in the minds of all of us today is how we as farmers can contribute most to winning the war. Our President has selected our Secretary of Agriculture, Claude Wickard, to direct us in these efforts. He has been foresighted, has called in agricultural leaders, economists and specialists from every section of our vast country. They, working together, have determined the needs and established certain goals for agriculture. The South, the hot bed of patriotism, has responded as all the country knew she would. These goals established for vitally needed products will be reached and passed. We are planting more peanuts, more soy beans, more feed crops, raising more hogs, more beef cattle, more dairy cattle and more chickens. We have planted our victory gardens and are determined to live at home.

### PROPER NOURISHMENT ESSENTIAL

One reason why the Cotton Belt has been listed as economic problem Number 1 is because we have not always been as mindful of the welfare of our own people as we have our crops and livestock. We have seen to it that they had balanced rations, but have neglected our people. For a country to be strong, its people must be well, properly fed, educated and cared for. This emergency has brought to light many of our shortcomings. Many of our people are sick, inefficient—simply because they have not

been properly fed. We live in a land that could literally be "over-flowing with milk and honey." Many of those turned down by our draft boards are from farms, and there is no excuse for people on farms not to be properly fed.

### PATRIOTIC DUTY OUTLINED

Our President has put it up to us as one of our first patriotic duties to see that this condition is remedied. By carrying out the Agricultural program of our Government, this can best be accomplished and maximum assistance given in winning this war for Democracy.

We will win through, but we must use all the ingenuity, knowledge, energy and available means at hand if we are to carry out successfully this program.

### FAR-REACHING BENEFITS

Fortunately for the farmers of the South in following this program, we will at the same time be benefiting our soils, our people and our country, as this will tend to the establishment of a diversified agriculture—diversified income—diversified crops; a proper balance between livestock, feed crops and money crops, something that has been long preached but followed by few.

"Must" orders have been issued to the nation's plant breeders by our patriotic farmers. They say, "We must have highly productive, adapted, quality varieties, if we are to reach these established goals."

### THE PLANT BREEDERS' CONTRIBUTION

Fortunately, plant breeders have not been unmindful of their obligations to the growers. Adapted crops that will fit into such a program have received special attention. Breeders saw that no crops could be of more assistance in this than the small grains, namely, oats, wheats, barleys and rye. Our President and Founder, the late Mr. David R. Coker, realized this thirty-four years ago and inaugurated our first small grain breeding program. This work has expanded to meet the diversified and ever increasing demands made by growers, until this past year, it embraced over 47,000 test rows.

Varieties have been bred or are being bred that will fill each specific requirement and that will withstand the hazards of diseases, insects and storm. Some idea of this program and its great possibilities can be gotten from accompanying photographs.

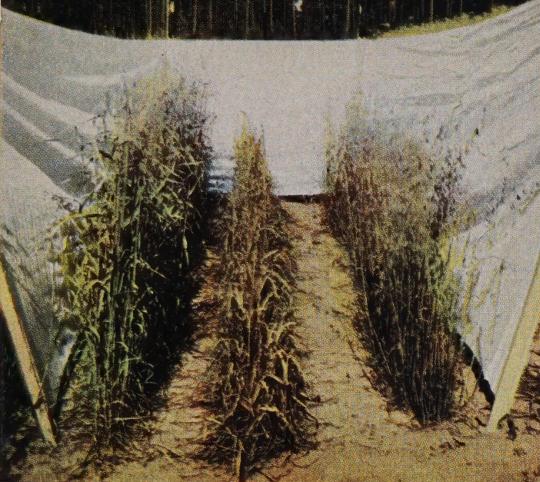


Photo top left shows differences in hybrid oat strains planted at the same time and grown under uniform conditions. Only the best are saved for further testing.

Photo top right shows stiff straw and storm resistance of Fulgrain (on right) as compared with other oats.

Photo lower left shows high degree of rust resistance of Stanton oats in row on left and ability of Fulgrain, on right,

due to its extra earliness, to escape damage while center row, a late maturing, non-resistant variety, is severely effected.

Photo lower right illustrates high degree of smut resistance of Victorgrain oats in smut inoculation test as compared with non-resistant oats in middle row.

Photo below shows section of one of our small grain breeding plots—over 40,000 individual rows were tested this season.



# Coker's PEDIGREE VICTORGRAIN OATS — STRAIN 2

Coker's Victorgrain Strain 2, a new and improved strain of our famous Victorgrain oat, is, in our opinion, the best oat that we have so far been able to breed. It has demonstrated this superiority both in variety tests and in general field performance. In Strain 2 we have been able to maintain all the good qualities of the parent, and in addition, have achieved a higher degree of uniformity and greater productivity.

A thirty-seven acre field of Victorgrain Strain 2, this year grown under the most adverse seasonal conditions that we have had in years, averaged over seventy-five bushels per acre. The oats stood up well in spite of a 4½-inch rain that fell when they were practically ripe, and were easily combined with little or no loss. This demonstrated their excellent storm resistance, a most essential character today when combine harvesting is becoming such a general practice.

## PROMPT ACCEPTANCE BY SOUTHERN GROWERS

Victorgrain is descended from the best single head selection of over 11,000 that were planted in our head-to-row tests in the Fall of 1936. Offered first in the Fall of 1940, it is now being grown in every oat-growing Southern state and several hundred thousand acres were harvested this year. This prompt and wide acceptance of Victorgrain is striking evidence of its true merit.

Profuse tillering, length of head, uniformity and production is strikingly illustrated in this increase plot of Victorgrain oats.

## COMBINATION OF SUPERIOR QUALITIES

Victorgrain has proven its ability to withstand the normal winters of the Southern oat belt, the leaf rust of the humid Carolina and Georgia area, and has stood up and produced excellent yields for combine harvesting in the Mississippi Valley area.

Resistant to smut, having a beautiful, well balanced head with bright yellow glumes, and with attractive, plump, high feeding value grain, this oat has fully justified the many thousands of dollars and the years of breeding and testing which went into its development.

## SHOWS UP WELL IN EXPERIMENT STATION TESTS

In the 1940 Oat Variety Test conducted by the Pee Dee Experiment Station, Florence, S. C., Victorgrain led all varieties on test with a yield of 100.2 bushels per acre.

Victorgrain produced an average yield of 76.5 bushels per acre in the twelve tests conducted by the Alabama Experiment Station in 1941, standing at the top in the following tests: Lafayette, with a yield of 100.9 bushels per acre; Prattville, 96.4; Marion Junction, 65.0; Monroeville, 88.1.

It also led the 1941 Delta Experiment Station test at Stoneville, Mississippi, with a yield of 89.8 bushels per acre.





The erect, stiff straw and uniform ripening of Victorgrain make it ideal for combine harvesting.

#### CUSTOMER RESULTS

Further evidence of Victorgrain's wide adaptability, combination of superior qualities and productiveness is the crop reports from leading farmers from many sections of the Southern oat belt.

Mr. C. E. Neunschwander, Deepwater, Mo., writes, "I ordered a bushel of Victorgrain, which did well. In fact all the seed I purchased from Coker did so well that a few of my neighbors ordered seed from you and had good results."

East Point, Louisiana—"Your Victorgrain oats produced 104 bushels per acre for me and stood up under conditions that caused two other varieties to lodge."—William McLellan.

Van Buren, Arkansas—"This 12 bushels (Victorgrain) made a yield of 995 bushels on 8.8 acres."—Mike Meyer.

Marks, Mississippi—"Planted 60 acres Victorgrain with 60 bushels—harvested 96 bushels per acre."—Selt & Company.

Rock Hill, South Carolina—"14 acres planted with 18 bushels of Victorgrain produced 1017½ bushels."—H. G. Neely.

Hamilton, Georgia—"On your Victorgrain planted on bottom land, seeded 1½ bushels per acre, we received 95.5 bushels to the acre on a test plot of 7½ acres."—Cason J. Calloway, Blue Springs Farm.

#### DESCRIPTION

**Plant:** Semi-procumbent—profuse tillering. Cold resistant. Is of medium height, grows about 75% as tall as Red Rust Proof or Appler.

**Smut Resistance:** Resistant to Fulghum, Fulgrain and Appler races of smut.

**Rust Resistance:** Highly resistant to leaf rust.

**Season:** Week earlier than Red Rust Proof.

**Heads:** Long and well balanced.

**Straw:** Very stiff, storm resistant. Ideal for combining.

**Grains:** Attractive, bright, resisting weather stain, plump, well-filled berry, low per cent hull, high feeding value.

**Production:** The best of any southern variety which we have bred or tested.

**Uniformity:** Excellent.

**PRICES:** 1 to 12 bushels, \$5.00 per bushel.  
12 to 48 bushels, \$4.75 per bushel.  
above 48 bushels, \$4.50 per bushel.

Coker's Victorgrain oats have made an especially good record in the Delta area of Mississippi and Arkansas, where it is widely planted, and Victorgrain Strain 2 is particularly recommended for this territory and other rich soils.



Extreme earliness is one of the many desirable features of Coker's Fulgrain oats—maturing 10 to 12 days ahead of Red Rust Proof.

## *Coker's* **FULGRAIN OATS** **STRAIN 5**

We are glad to offer to our customers this year a new and improved strain of Fulgrain—Strain 5. This oat is descended from our Fulgrain Strain 4, which was offered first in the Fall of 1940. It combines all the good qualities of its parent strain, namely, a high degree of rust resistance, smut resistance, cold resistance, storm resistance, shatter resistance and good grain character, and, in addition, has a higher degree of uniformity, a better production record and is almost entirely free of awns. The heads are heavy, long and well balanced and these characters, coupled with its stiff straw, enable it to stand up well for combine harvesting.

### **HIGH RATING AMONG SOUTHERN OAT VARIETIES**

This oat originated from the cross of Victoria x Fulgrain. It is typically Fulgrain, with a shorter, stiffer straw. The early plant growth is striking with its dark green color and erect pointed blades. The glume color and grain color are likewise Fulgrain. The grains are somewhat shorter and plumper and are very high in feeding value.

Fulgrain has earned a high rating among southern oat varieties. This new strain having rust resistance, extra smut resistance and storm resistance coupled with its high yield will still

further increase its value to our southern agricultural program.

In addition to its excellent showing in our tests here, the parent strain of Fulgrain 5 came second in the 1940 Delta Experiment Station Test with a yield of better than 90 bushels per acre. This variety test record is even more significant in view of the showing this oat has made under plantation conditions in the Delta area where Mr. R. Morris King of Bolivar County, averaged 95 bushels per acre on a 16-acre field, and Mr. Lawrence Stein of Washington County produced 2,478 bushels on 26 acres.

From the Hereford Journal—"The traditional 'Carter and his oats', whose yield was so prolific that the acreage on which they grew would not accommodate stacking, almost finds a counterpart in real life on Greenwood Farms. On this rich, bottom land Doctor Greenwood seeded six acres and, believe it or not, the yield was 688 bushels. The variety was Coker's Fulgrain Pedigreed oats, the seed being purchased from the Coker family of Hartsville, S. C., noted for their production of pedigreed seeds . . ."

## DESCRIPTION

**Plant:** Semi-erect with dark green pointed blades; profuse tillering, cold resistant, rust resistant, smut resistant; 85% as tall as previous strains.

**Season:** 10 to 12 days earlier than Appler and Red Rust Proof, 2 to 3 days ahead of Fulghum.

**Heads:** Long, well balanced, heavily fruited.

**Straw:** Very stiff, very storm resistant; ideal for combining.

**Grains:** Beautiful, plump, slightly shorter than previous strains; low per cent hull; heavy; high feeding value. Few with awns or beard.

**Production:** Better production record than parent strain.

**PRICES:** 1 to 12 bushels, \$4.00 per bushel.

12 to 48 bushels, \$3.75 per bushel.

above 48 bushels, \$3.50 per bushel.

This 16-acre field of Fulgrain Strain 4 oats grown by Mr. R. Morris King of Pace, Miss., averaged 95 bushels per acre.





Dr. George J. Wilds, President of our Company, and Dr. T. R. Stanton, Chief Agronomist in Charge of U. S. D. A. Oat Investigations, are well pleased with the performance of the Coker Stanton variety.

## *Coker's* PEDIGREAED STANTON OATS—STRAIN 1

Coker's Stanton oat is a desirable variety for grain, hay or green feed. It is of medium late maturity and is highly resistant to cold, smut and leaf rust. It combines a number of features which appeal to livestock feeders and dairymen. It makes a profuse leaf and grows rather tall which provides more green feed, more hay or a greater tonnage of ensilage per acre.

### CLEANER GRAIN AND RUST-FREE FORAGE

Stanton is a heavy yielder of grain as well as hay and its resistance to rust and smut helps produce bigger yields of cleaner grain and rust-free forage. An oat which produces plenty of straw, as well as good yields of grain, is also desirable as livestock feeders have a use for their oat straw for bedding and litter and to produce abundant manure. This variety has stiff straw and well balanced heads which give it good storm resistance.

### COMBINES BEST QUALITIES OF BOTH PARENTS

Stanton is bred from a cross of two varieties, Lee x Victoria. The Lee is highly productive, cold resistant and has nice grain characters but is highly susceptible to all races of both rusts and smuts; the Victoria, a South American oat, is highly resistant to all races of leaf rust and smuts and has good yield factors but has no cold resistance and has a strong awn or beard on the first grain of each spikelet. Stanton has the cold resistance of the Lee, the smut and rust resistance and quality straw of the Victoria and a higher production record than either parent.

### VARIETY TEST RECORD FAVORABLE

In a three-year test Stanton averaged 79.1 bushels per acre against an average of 57.2 for Lee, 60.8 for Nortex and 72.4 for Fulgrain

Strain 3. Stanton has led the best Red Rust Proof strains from three to twenty per cent in yield in our tests. Only one year during this period did a Red Rust Proof strain equal it in yield. Stanton should fit ideally into the oat growing program of the cotton belt.

#### WELL SUITED FOR PIEDMONT PLANTING

Coker's Stanton oats are showing up especially well in the Piedmont areas of North and South Carolina and Georgia. Its cold resistance and extra vigor enable it to make a satisfactory winter growth under the exacting weather and soil conditions of this area and its stiff straw and uniform ripening make it especially suited for combine harvesting.

#### DESCRIPTION

**Plant:** Procumbent, winter type, profuse tillering, long fine blades, cold resistant, rust resistant, smut resistant, slightly taller than Fulgrain Strain 3.

**Season:** A week later than Victorgrain; same as Red Rust Proof.

**Heads:** Very long, well balanced.

**Straw:** Stiff, good storm resistance.

**Grains:** Bright to rich yellow, attractive, a few with awns or beard.

**Production:** High.

**Utility:** Ideal for grain and its profuse leaf growth, tillering, height and rust resistance make it also an ideal oat for either hay or silage.

**PRICES:** 1 to 12 bushels, \$3.00 per bushel.

12 to 48 bushels, \$2.75 per bushel.

above 48 bushels, \$2.50 per bushel.



Stanton is a heavy yielder of grain as well as hay, and its resistance to rust and smut helps produce bigger yields of cleaner grain and rust-free forage.



Coker's Hardired wheat combines profuse tillering, rust tolerance and mildew resistance and has long, square, well filled heads. Its production record is excellent.

## *Coker's* PEDIGREED HARDIRED WHEAT STRAIN 2

A significant thing has happened—the deep South, those states extending around the Atlantic and the Gulf Coast from North Carolina to Louisiana, have this year, 1942, harvested about a million acres of wheat with a yield which will compare favorably with the national 10-year average of 13.3 bushels per acre.

### WHEAT'S GREATEST ENEMY

Only recently has it been possible to produce profitable yields in much of this area, for, the warm moist spring days, characteristic of this region, causes leaf rust—wheat's greatest enemy—to thrive, cutting off the food supply from the

undeveloped wheat heads and reducing yields and quality.

Our breeders first attacked this problem from the standpoint of breeding varieties early enough to enable them to produce reasonable crops before severest rust damage set in and our Redhart was one of the most satisfactory rust escaping varieties. However, in seasons of severe rust infection and when mildew is also present, this variety was affected.

### LEADS 1941 S. C. WHEAT CONTEST

How well our breeders have succeeded in their efforts to produce a high yielding, rust and mildew

resistant variety is demonstrated in a practical way by the results of the 1941 S. C. 3-acre wheat growing contest. In this contest, Hardired won both first and second prizes with yields of 56.5 and 55.73 bushels per acre respectively, and the 39 contestants using this variety produced an average yield of 33.56 bushels per acre or more than 5½ bushels average over the next highest variety and almost three times South Carolina's normal yield. In the 1941 Wheat Variety Test conducted at Edisto Experiment Station, Blackville, S. C., in the lower coastal plains section, Hardired made the highest yield of the 16 varieties tested.

#### SATISFACTORY RESULTS OVER WIDE AREA

Reports from leading farmers have been received from Virginia to South Georgia and from the Carolina Tidewater to the Delta of Mississippi, testifying to the production, disease resistance and quality of this outstanding wheat variety—Hardired. Mr. H. V. Lee writes from Danville, Virginia: "The bushel of Hardired wheat you let me have last October combined a little over 52 bushels." Mr. Hugh Dunn of Clarksdale, in the Mississippi Delta, produced 560 bushels of Hardired on 10 acres.

#### SHOWS UP WELL IN EXPERIMENT STATION TESTS

In the 1940 Wheat Variety Test at the Delta Branch Experiment Station, Stoneville, Mississippi, Hardired wheat led all varieties with a yield of 41 bushels per acre. Hardired also made an excellent record at the Piedmont Branch Experiment Station, Statesville, N. C. In the 1940 test there in which 53 varieties and strains of wheat were included, Hardired came second with a yield of 39.1 bushels per acre or only two-tenths of a bushel less than the highest.

#### HARDIRED STRAIN 2—A BETTER STRAIN OF AN OUTSTANDING VARIETY

Hardired Strain 2, which we are offering for the first time this season, has all the good qualities of its parent strain and in addition, has a stiffer straw and a greater degree of uniformity. Its milling quality is excellent. We offer this new strain in the belief that it will help the South to move further along the road of economic independence.

**PRICES:** 1 to 12 bushels, \$5.00 per bushel.  
12 to 48 bushels, \$4.75 per bushel.  
above 48 bushels, \$4.50 per bushel.

Hardired, as its name indicates, has a high degree of winter hardiness. Its characteristic low spreading winter growth is shown in center rows in foreground.





Coker's Abruzzi is recognized as the South's leading rye for the production of grain, grazing and cover crops.

## *Coker's* PEDIGREED ABRUZZI RYE—STRAIN 17

Abruzzi or Italian Rye was discovered by agents of the United States Department of Agriculture, while on an exploration trip through Italy in search of valuable plants for use in this country, and was introduced for the first time about January, 1900.

This rye was tested by the United States Department of Agriculture, found to be valuable, and was distributed about 1906, but was lost sight of until improved and introduced again as "Coker's Pedigreed" Abruzzi Rye in the fall of 1913.

### THIRTY-THREE YEARS OF RYE BREEDING

Coker's Pedigreed Abruzzi rye is descended from two plants which were selected in a field of this general Abruzzi rye in the spring of 1909 and it showed marks of superiority to the parent strain. For 33 years we have been breeding this variety, selecting always for squareness, length and diameter of head, size, shape and color of grain. Selecting also for earliness,

erectness of growth and width of blade, we have developed higher yielding strains with better grazing value and storm resistance.

Coker's Pedigreed Abruzzi Rye Strain 17 is a remarkably uniform strain with good production record suited for grain, grazing and cover crop.

#### DESCRIPTION

**Plant:** Strong, vigorous, erect in type, broad blades, rapid grower.

**Grain:** Large, plump, of good color and type.

**Heads:** Large, long, square, excellent filling qualities.

**Season:** Early.

**Straw:** Tall, blue-green to yellow, fibrous, rigid.

**Yield:** Best. Greater than any previous strain of Abruzzi, and 10% to 50% more productive than other varieties against which it has been tested.

**PRICES:** 1 to 12 bushels, \$3.50 per bushel.  
12 to 48 bushels, \$3.25 per bushel.  
above 48 bushels, \$3.00 per bushel.

# Suggestions on Growing Oats . . .

1. Plant your oats or wheat on land that you know, from past experience, to be good grain land and free of all noxious weeds, foreign seed or volunteer grain.
2. Check fields carefully and see that none of these plants are present on ditchbanks, hedge-rows or roadways adjacent to field. If they are, you can rest assured that seed have been scattered by birds, wind, rains or other means and will show up in your field the following spring.
3. Examine carefully and have tested all legume seed used and be certain that they carry no small grain or other foreign seed.
4. Hard seed in vetch often germinate the second year and furnish a troublesome source of mixture. Small grain growers must recognize this fact and plan their cropping system so as to avoid.
5. Never plant on land planted to any small grains the previous year.
6. Never use rough stable manure if stock have grazed or been fed with oats.
7. In all sections where small grains are grown, seed will be scattered by birds or other means, to fields in that vicinity, so in all fields will be found some volunteer plants coming from such sources. We urge all growers to carefully check their fields and pull out all off-type or foreign plants before having fields inspected for certification.
8. Leave sufficient distance between varieties or different grains to allow harvesting without mixing.
9. Carefully clean out thresher or combine before harvesting—most mixing occurs through neglect of this.



Darnell or "Cheat"—a noxious weed that must be constantly guarded against.



Heads from typical volunteer oat—segregates of chance crosses on Red Rust Proof types.



The photograph above was taken in late winter and shows a small section of our grain breeding plots. Here Dr. G. J. Wilds explains to Mr. Eugene Wright of New York City our method of breeding and testing.

1. Agricultural experts appraising new strains of Coker's Stanton oats.
2. Darlington County, S. C., farmers came on their annual visit to our grain breeding plots in spite of the gasoline and tire rationing.

3. This view shows a portion of our extensive small grain test plot conducted in Cleveland County, N. C., to gain information on the performance of our varieties under Piedmont conditions.
4. Recognizing the growing importance of barley—the winter corn crop, an extensive barley breeding program was inaugurated on our farms two years ago. Shown here, in center, is Dr. G. A. Wiebe, Agronomist, Barley Investigations, U.S.D.A., inspecting one of our barley breeding plots with our Mr. R. S. Cathcart, on left, and Dr. Wilds.



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## BUSINESS TERMS

**OUR RESPONSIBILITY:** Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case, do we give any warranty expressed or implied as to the productivity or performance of our seed.

**OUR CLAIMS:** The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared, tested and stored under our personal supervision and control.

**NO SEED BOUGHT:** We do not buy seed for resale, either those grown from seed purchased from us or from any other source whatever. Our business is in originating, breeding, growing and selling superior varieties of field seed for the South. However, we are always glad to assist our customers in disposing of their surplus "first year from Coker" seed by referring inquiries to them whenever possible.

**ONE PRICE POLICY:** Our Company has, since its beginning, strictly adhered to the policy of selling its products on one schedule of prices to all. These prices are based on the quantity of the purchase and are published in our catalogs, price lists and pamphlets.

**YOUR PROTECTION:** Our seed are all sent out in bags labeled "COKER'S PEDIGREED SEED" and bearing our Registered Red Heart Trade Mark. Each bag also bears our O. K. tag and is officially sealed before leaving our warehouse. No seed is genuine "COKER'S PEDIGREED SEED" unless it bears our official O. K. TAG under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official O. K. tag and Registered Trade Mark.

**EFFECT OF GROWING CONDITIONS:** Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality—no matter what variety is planted.

**COKER'S PEDIGREED SEED COMPANY**

*The South's Foremost Seed Breeders*

**HARTSVILLE, SOUTH CAROLINA**



*Written in the early days of the first World War, the following statement by the late Mr. David R. Coker, founder of Coker's Pedigreed Seed Company, is, because of its timely significance and sound advice, herewith reprinted.*

#### TO THE SOUTHERN FARMER:

Our country is at war. To insure the safety and freedom of the world we must win. We must furnish men—possibly millions of them—but we must also furnish billions of dollars and millions of tons of feedstuffs for our own armies and those of our Allies. It is the literal truth that the safety of the Nation depends on the American farmer and the American housewife. If they produce liberally and consume economically, the necessary food and the necessary money will be available. Our President has called upon all to step into the ranks and do his or her part toward the success of the war. Every patriot will respond and those who do not may be termed slackers or traitors. Every farm, every home and every business should be so conducted during the term of the war as to be of the greatest possible assistance to the government.

The average Southern farmer has in prospect for this fall a greater net profit than he ever before enjoyed. What will he do with it? Will he show prudence and patriotism, pay his debts, invest liberally in liberty bonds, contribute to the Red Cross and other charitable war agencies, respond to all other patriotic calls made on him by the Nation and the State Councils of Defense, and put aside the balance for those emergencies which the future is almost sure to bring forth? Or will he launch upon various speculations and extravagances which will make the temporary prosperity a curse rather than a blessing?

Great changes will be needed in farm methods to meet the new and threatening conditions. Labor shortage will require large investments in carefully selected labor-saving machinery. The prospective shortage and very high prices of fertilizers (especially nitrates) suggest an increase in livestock, the universal employment of cover crops and the saving and utilization of all animal manures, leaves and woods turf on the farm. Diversified farming and a reduction of the cotton acreage must come in North and South Carolina to prevent great disaster from the approaching boll weevil.

In order to do his full duty to his business and his Nation, the farmer should look the situation squarely in the face and at once take steps to meet it. Both money and thought will be required to meet the new conditions and the surplus dollars must be put aside and wisely used.

We send out this catalogue with a deep sense of our responsibility to our customers and a desire to help them in every way to meet new and constantly changing conditions, and to discharge their full duty to the Nation during these times of stress. We trust that our facilities for serving them will be utilized to the utmost. Our great store of experimental data accumulated during years of patient, accurate and scientific work qualifies us to answer intelligently inquiries upon a variety of practical subjects. It is always our pleasure to answer promptly such inquiries and to give the maximum of free service for the upbuilding of Southern Agriculture.

Yours for National Service,

Fall 1917.

D. R. COKER.